

The REPORTER of Direct Mail Advertising

NOV 26 1943

17 East 42nd Street • New York, N.Y. • VAnDerbilt 6-0888

HIGHLIGHTS OF DIRECT MAIL ACTIVITIES DURING FINAL MONTH OF PAST YEAR

□ BEST EFFORT OF THE MONTH.

All of you Direct Mail folks should stand by expectantly for the early appearance of a manual being published by the Graphic Arts Victory Committee, titled "How to Conduct a Convention by Mail."

The research, planning, talent and production committees of the Graphic Arts Victory Committee have been working with several government agencies in designing this manual. The transportation situation is no joke. The Office of Defense Transportation is asking all organizations to cancel all conventions which are not vitally essential. It may be necessary to be more hardboiled and prohibit all conventions. Everyone realizes that associations are just as valuable in war-time as in peace time. Possibly they are more valuable now. It is necessary to keep memberships together, and conventions in the past have been the major effort in that direction.

Therefore, it was decided that the best substitute for a flesh and blood meeting was a convention by mail. The Graphic Arts Victory Committee has made a thorough survey of what has been done in the past and of all of the possibilities. That survey is now completed and is in the hands of the artists and printers. It will be distributed to all organizations who have held conventions in the past. Copies will be made available to everyone interested through the Graphic Arts Victory local committees in all important sections of the country.

For further news about the Graphic Arts Victory Committee please see first article inside.

□ PRICE RULE COVERS MAIL-ORDER HOUSES:

The Office of Price Administration amended its regulations covering the posting of ceiling prices for cost of living commodities by mail order houses so that all sales made by mail, whether by a mail order house or an ordinary retailer, are covered by the regulations.

□ MOST REFRESHING BOOKLET of

the wartime period (in our estimation) is the recent 4½" x 7" twenty page eye-stopper entitled "How To Harness A Conference" written by *don herold* and issued by the Hammermill Paper Co., Erie, Pa. Even tho Hammermill may be an occasional advertiser in *The Reporter* (and we shy clear of plugging advertisers) — we say you ought to read this booklet. It is just right. It tells how to stop the doodling and dawdling at conferences. It pokes fun at the unnecessary, tiresome, endless conferences. To anyone who has twiddled his thumbs at as many conferences as has *This Reporter* — the Hammermill — Herold copy and cartoons hit the spot. But there are some darn serious and helpful suggestions. We've asked Harold Wilson to send us a hundred copies which we'll distribute personally to every "Chairman" of every conference we have to attend. Now that conventions are to be supplanted by "Conventions-by-Mail" . . . the material in the Hammermill booklet is of even greater importance.

□ A SHOP TALK LETTER was sent

out by The Kiplinger Washington Agency, National Press Building, Washington, D. C. at the end of the year. To us, it was one of the most interesting letters ever produced by this famous source of weekly letters. The Shop Talk Letter simply told how the Kiplinger Agency works, how the news is collected and how it is edited and produced. It struck us as an excellent idea for many businesses. Many of your contacts, customers, suppliers, employees might like to be taken behind the scenes in an annual shop talk.

If handled as carefully as Kiplinger handled his . . . it should be effective. If you are not on the Kiplinger list, maybe you can get a copy of this "Shop Talk Letter" by writing to Ash Colton.

□ **VICTORY MAGAZINE.** All of you Direct Mail people who want to tie in with Victory Projects in your advertising should get on list to receive the weekly bulletin printed for all Government Agencies by the OWI. To get on list send 75c to Superintendent of Documents, Government Printing Office, Washington, D. C.

□ **LET'S APPLAUD** the United States Post Office service. Those fellows in the Post Office are so accustomed to being blamed for this, that and the other thing that it may be too big a shock for them to get pats on the back. But, they deserve real pats on the back for the way they handled the past Christmas rush emergency. Sure, there may have been freight cars of mail held up in some places, but all in all the Post Office Department during December did a bang up, unbelievable job of untangling, in a calm fashion, the worse mess in the history of the country.

In spite of dire predictions, the mails went through in rapid fire fashion.

The next time you see your postman, tip your hat or shake his hand and if you have a free minute, call your local postmaster or superintendent of mails and give him your sincere congratulations.

□ **NOTE.** Maybe we should stick to our policy of not mentioning personnel changes in the Direct Mail field . . . but it is too difficult to resist the temptation of applauding the selection of John D. Zink as the new President of the Strathmore Paper Company, who succeeds Horace A. Moses. Mr. Moses founded and worked for Strathmore for 45 years.

John Zink has been a good and steadying influence in the Direct Mail field. He will continue being so.

MORE HIGHLIGHTS ON PAGE 20

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EMPTY GAS TANKS *make* **FULL MAILBAGS**



DIRECT mail is gaining many converts today, as its speed and economy assume new importance in the battle for freedom. It frequents territories now inaccessible to the representatives who once traversed them; helps maintain equipment formerly serviced by factories; presents merchandise currently available; sells bonds; and maintains morale. To America's needs in such vital home activities, on fighting fronts, in supply lines, Champion devotes its entire organization, resources and skill.

*Scrap Your
Scrap*



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

THE CHANGING DIRECT MAIL PICTURE

We may as well all admit that non-essential things are out for the duration of the war. Millions of lamps are out all over the world. Millions of our boys are out to all parts of the world. Things will not get back to normal until those lamps are lit again and until those boys are back again.

There have been many efforts made to keep Direct Mail going and printing going just for the sake of keeping them going. We should stop thinking and talking in those terms. The whole advertising, printing and Direct Mail picture must change. It must gear itself to the war effort. It must show that it is absolutely essential to the war effort . . . OR ELSE.

That must sound pessimistic coming from *your reporter*, but we are far from being pessimistic. We are more optimistic than ever.

We believe that most Direct Mail work can be changed around and geared to the war effort and we believe that it can really do a job . . . a vitally needed job. Of course, there may be a few exceptions. Publishers, for example, may be able to use Direct Mail to keep in touch with subscribers. They may get additional subscriptions by mail. This effort may not be directly connected with the war effort. Social Service Organizations may still raise money by Direct Mail, and even though this will not be directly connected with the war effort, it will at least keep needed activities going. There are possibly many uses for Direct Mail by private organizations . . . to keep those organizations going which are not directly tied in with the war effort, but are essential in order to keep people employed, supplied and able to pay taxes.

But look at the broad over-all picture of advertising, and particularly Direct Mail. You are going to have to cut out the frills and you are going to have to devote part of your efforts (possibly all) to supporting one or more or all of the numerous projects which the government considers essential for winning the war.

* * *

During the past few months you have been hearing more and more about the Graphic Arts Victory Com-

mittee. You will hear more and more of it in the future. Many people have misunderstood the objectives of that committee, but the light is beginning to dawn.

The program advanced by the committee is not a stunt to sell more printing. It is an honest effort on the part of many individuals to change the complexion of the printing and Direct Mail business, so that it forgets most of its peace time functions and gears itself 100% to the war effort.

The committee, as we see it, has two functions.

First, to supply a talent pool to any government agency which wants help in creating and distributing information that will aid in the war effort. The committee has already established liaison contacts with several government agencies, and is working on numerous projects. By working we mean that various members are voluntarily giving advice, layout and copy help on any project required. The "Convention by Mail" manual is just one of those projects. Committees right now are helping to plan booklets and leaflets on other projects, such as point rationing, "Share the truck," rent control, etc.

Second, the committee has another important function . . . and that is to collect all of the available information from all of the government agencies on all wartime projects which require printing. The committee then must interpret those projects and must tell the producers and the users of printing what the projects are, why they are needed, and how the ordinary peace time user of printing and Direct Mail can tie in with these projects and help the government. That is the big job and it is being done. Within a month, the committee will issue a work manual, showing every publicity project. It will list all of the sources of information and will show case histories proving that some advertisers have already grasped the possibilities or the obligation, and are changing their printing efforts so that they are directly participating in an essential program.

Now, what is meant by the so-called Victory Projects? How can advertisers tie in with them?

The office of War Information now lists about 65 separate projects, which must be explained to the American people. After weeks of work and research in Washington, the members of the Graphic Arts Victory Committee have been able to condense these projects into an understandable and workable picture. Individual projects change as necessity requires, but the major objectives are now clearly defined. For your information, and in an attempt to make this whole thing clear to the users of Direct Mail, we are listing for you the 15 major divisions of projects with a brief explanation of each. We are not attempting to give you now a clear cut description of how individual advertisers can tie in, since that information will reach you shortly in complete detail from the Graphic Arts Victory Committee. But here are the projects. Study them and try to grasp their significance as they concern your own individual projects.

(1) ANTI-INFLATION

Handled by OPA and includes campaigns to explain price and rent control to the public and to the trade. Also includes publicity to prevent hoarding.

(2) CIVILIAN DEFENSE

All projects included in the Office of Civilian Defense—which is gradually becoming the "point-of-sale" for all Victory Projects.

(3) CONSERVATION

WPB (formerly OPA) projects for the conservation of household equipment, foods, clothing, home maintenance and the conservation of all materials and products necessary either in the war effort or civilian economy.

(4) MAN POWER—(Training Programs)

The War Man Power Commission has many local problems. There are special kits of promotional material for shortage centers. Campaigns urge people to plan ahead for war jobs. There are campaigns to specialized groups and training programs. *Caution.* Any tie-up with these projects must be handled carefully and copy should be approved by WMPC.

(5) MILITARY SERVICES

Army, navy, coast guard and maritime commission have numerous projects. Recruiting drive will now be limited only to merchant marine, Waacs, Waves, and nurses, but both army and navy have public relations departments interested in production drives, man power and promotions such as the

"E" awards, etc. All tie-ups here must be handled carefully.

(6) MORALE

All morale programs now being handled by OWI, but mostly focussed on radio and press releases. The projects include promoting such information as . . . What We are Fighting For . . . Nature of the Enemy . . . Sacrifice . . . The Fighting Forces . . . Work and Production. Very easy for advertisers to tie in with these projects.

(7) NUTRITION (Including Physical Fitness, Health, etc.)

Various projects promoted by both the Department of Agriculture and the Department of Health and Welfare, such as Food for Freedom . . . Victory Gardens . . . Food for Health . . . National Nutrition Programs.

(8) PRODUCTION DRIVES

All production drives are concentrated under Clyde Vandenburg of OWI who cooperates with Army and Navy, WPB and other agencies. This is one of the most interesting projects and is naturally one in which all manufacturers can cooperate. (Includes Safety campaigns.)

(9) RATIONING

All rationing programs under OPA . . . including fuel, gasoline, foods and the promotion of the new and coming point rationing system. Government needs a lot of help from advertisers in educating the public.

(10) REDISTRIBUTION OF MATERIALS

Important project of WPB . . . such as typewriter procurement, moving idle, frozen or excess inventories by educational promotion. Also . . . shortages. Many possible tie-ups for advertisers.

(11) SALVAGE

WPB has many individual salvage promotion projects, such as on metals, rubber, rags, fats and greases. Others will come along as war progresses.

(12) SECURITY

At present under OWI but are tied in with the military service, the Justice Department and other agencies. Includes such projects as safeguarding military information, reducing rumors, etc. Many possibilities for advertising tie-ups.

(13) SMALL TOWN CLINICS

A little known and very important project of the Department of Commerce, working to some extent with the small business corporations, to promote cooperative activity among small town business people and civic leaders. Promotion of war projects plus post-war security.

(14) TRANSPORTATION

Part of the projects are under OPA and WPB where rationing of tires and gas reduces transportation. Other programs on reduction of bus and rail travel, reduction of consumer delivery, truck conservation, are under the Office of Defense Transportation. Many

possible tie-ups for advertisers. "Share the Truck" and "Carry your own packages" are important projects.

(15) WAR BONDS

All projects for raising money for the war effort are under the Treasury Department. This activity was started long before the war and the Treasury Department is therefore better organized. Doing a magnificent job in furnishing information to advertisers, house magazine editors, etc.

We can give you several very simple examples. Last summer when it was known that fuel would be scarce, the OPA wanted to get people acquainted with the advantage of insulating their homes and making repairs so that all possible fuel could be saved. A little leaflet was designed showing the advantages of making repairs to save fuel. Photostat copies of the proposed leaflet were supplied to various associations in the banking, real estate, and building and loan fields. Hundreds of these organizations got their local printer to follow the form suggested by the OPA, with the result that more than 20 million leaflets were distributed in letters, statements, etc., and the story was carried right into the individual homes. That is the kind of activity in which the Graphic Arts Victory Committee is participating.

Another example is familiar to most of you. It was necessary to finance the war by selling Bonds. The Treasury Department could do part of the job, but it needed the support of commercial advertisers. You have seen how many organizations have helped the government in selling Bonds. One of the best jobs so far has been done by the editors of house magazines. The Treasury Department set up a separate department, under Ross Barrett. They built up a list of 2800 house magazine editors. They have held conferences with house magazine editors. The Treasury Department supplies every house magazine editor on the list with a monthly service of cuts, mats, slogans, pictures, and human interest stories. Most of the house magazine editors have been using this material, and they are proving that they have changed over from peace time operations to a definite program of helping the government in one specific project. We show you in another section of this issue how house magazine editors can cooperate with the OPA on the food ration program . . . and during the weeks to come there will be plenty of informa-

tion on how Direct Mail users generally can help the government to educate the public into the need for and details of point rationing.

Many advertisers are already helping the government to promote training projects, to promote safety, to promote additional production, to save transportation, to convert needed materials from one industry to another. That's what we mean by saying that the whole Direct Mail picture must change. It must do a job to help win this war. And while it is doing that job . . . it is also helping to maintain the structure of this country.

We advise all readers of *The Reporter* to get on the band wagon . . . and to get on the band wagon quickly. Don't worry and fuss about supplies. Don't fuss about restrictions. Certainly paper may be cut. At present it looks like only a 10% cut, which can easily be overcome by saving what you formerly wasted. Make what you can get do the biggest possible job. Don't give up your advertising in any hysterical desire to "sit tight." That won't win the war or anything else.

But, get it through your heads that there is a war going on . . . a serious war. And unless you do everything possible in promoting the necessary projects . . . you will be doing your share to help lose the war, or drag it out for a long time to come.

This may be an unconventional article for our wind-up report for the past year and our prediction of things to come. But we are giving you the truth as we see it. There is no reason in the world why anyone in the Direct Mail industry or any user of Direct Mail should be downhearted or discouraged. Just remember that our enemies poured into this country or produced in this country millions upon millions of printed literature (hand outs and mailing pieces) to disrupt us and to keep us unprepared. Our enemies believed in the printed word as a powerful influence . . . in their case, an influence for harm.

We Americans believe that the printed word can be an influence for good . . . and we mean to prove it. We are proving it. We can prove it.

It remains to be seen what you and you and you individually can do to show the Nazis and the Japs that our style of propaganda is a dam sight better than theirs.

Picked for the Job!



**BUY MORE
WAR BONDS**

International Paper Company

THE SIGNAL CORPS

"GETS THE MESSAGE THROUGH"

This nerve center of the army demands split-second coordination—the ability to work like lightning yet keep cool as ice. Courage? All in the world. The kind that enabled the bulldog to lick the timber wolf three times his size. And most of all, ingenious resourcefulness—that can take communications equipment reduced to junk and make it talk again under fire. Men who can splice a cable one-handed or run the gauntlet through modern war's hell.

So, too, Adirondack Bond is picked for the job to get the message through... because it's a watermarked 100% sulphite bond paper that can take it to perfection—printed, typed, or written.

★ ★ ★

Companion Papers

INTERNATIONAL Mimeo SCRIPT—Ideal for mimeo work. INTERNATIONAL DUPLICATOR—More copies, clear reproduction, in gelatin or spirit process. BEESWING MANIFOLD—Strong, lightweight, watermarked manifold paper. ADIRONDACK LEDGER—Economical, strong, watermarked ledger sheet; for accounting and records. SPRINGHILL TAG—Index and Bristol.

220 EAST 42nd STREET, NEW YORK, N. Y.



PAPERS FOR PRINTING AND CONVERTING

NOTICE TO HOUSE MAGAZINE EDITORS

Here's another way you can help your government. You have been doing a fine job in cooperating with the Treasury Department in selling War Bonds. The Office of Price Administration has a tremendously big job ahead of it in educating the public to the necessity of food rationing. The point system will be started some time in February, and the intricate details of it must be explained to every purchaser of food in the United States . . . and that means everyone.

In order to understand and appreciate the point system, it will be necessary for everyone to have a sympathetic attitude toward the rationing of food. It has been suggested by the Graphic Arts Victory Committee that house magazine editors can be very helpful in helping to spread the story. Those who want to help should plan to have human interest stories about food or about point rationing in their February issues.

We are giving you here a typical human interest story about food which has been placed at the disposal of *The Reporter* by the Graphic Arts Victory Committee. Use it as it is, or plan other stories of your own designing.

It has been suggested that others beside house magazine editors can help. Many individual advertisers who are making a mailing during February might plan a little folder or insert, which will stress the importance of everyone working together on America's Secret Weapon.

The Bureau of Information of the OPA, Census Building, Washington, D.C. will soon have available "Work Kits" on the point rationing system. These kits will have ideas for advertisements, designs, slogans and a complete explanation of the point rationing system. Those who want to tie in with the program should write to the OPA.

We urge all readers of *The Reporter* to send us samples of their house magazine articles, or other material which tie in with the big job of educating the public on food rationing.

Now, read a suggested editorial on the food problem:—

America's Secret Weapon

It is night on the desert. American boys lay crouched on the sand, helmets pulled low on their heads, machine guns ready. Less than half a mile distant the French fortress stands dark and forbidding in the African moonlight. A sandy haired kid from Indiana whispers to the rangy Texan beside him, "This is it!"

The Texas boy swallows, fingers the machine gun in front of him. He tries to sound cheerful as he replies, "Yeah, in just about a minute we'll know what it's like to have shells exploding in our faces."

But the order to fire does not come. Suddenly an American supply truck races toward the French fort, white flags of truce flapping in the desert night. The fortress gate swings open. The truck disappears inside.

An American general steps down from the truck, exchanges salutes with the French colonel commanding the desert outpost. Then the American commander presents his terms: "Immediate surrender to the army of the United States."

The French colonel hesitates, then refuses. He will fight!

But the American commander has in his possession, a secret weapon—a weapon stronger than guns and planes and tanks. He turns and barks an order. Quickly the American soldiers unfasten the canvas covering, revealing the truck's cargo—canned goods! Beans, meat, fruit, vegetables of all kinds—food!

A French soldier staring at the truck—forgot his soldier's discipline. "Food!"

"Food." The word runs through the ranks of hungry French troops.

The French colonel glances at his hungry men, hesitates, then at last shrugs. "I accept your terms, Monsieur," he says, "The fort is yours."

Half hour later the American column is entering the gates of the desert fortress. There are smiles on the faces of the American troops. There are smiles, too, on the faces of the French. The kid from Indiana grins at his companion. "What a pushover!", he says as they march in. "The sergeant said we'd lose at least two hundred men, taking this fort."

"Yeh," replies the kid from Texas, "and to think, the General captured the whole works with one truck load of good old American food!"

On hundreds of battle fronts, American boys—the boys you used to say "hello" to every morning—are carrying the fight to the enemy. They are fighting well, as Americans have always fought. They are giving their lives—if necessary.

But thanks to American food it will not *always* be necessary in this war

for boys to die in order to win strongly defended positions. Food, instead of bullets, is opening the way to our troops on dozens of distant battle fields.

A sack of flour, a can of beans, a package of dried milk—with these weapons the American army has taken position after position in North Africa. And every time a fortress surrendered to a "bombardment" of canned goods, American lives were saved—the life, perhaps of your neighbor—perhaps of your own son.

No American—sitting on the sidelines at home—will deny that purchasing victories with food, is a cheap price to pay compared to the lives of American boys.

And all Americans agree we *must* keep on using our food supplies as a weapon to win victories—and *save lives*. We will use the promise of food against Italy in the battle for Europe. We will use it to purchase the friendship of natives on tiny Pacific islands when we move northward to smash the Japs.

We will use it to help the Red Army drive out the invader and to keep R. A. F. raids crippling the Nazi war machine.

By feeding our allies we are saving American manpower. Manpower for war production. Manpower to produce the tools of war. We are saving American lives, too. Every time a Russian soldier storms a Nazi pillbox, some American boy is spared the necessity of fighting the German squad that manned it. Every time an R. A. F. pilot shoots down a Messerschmidt, there is one less Nazi plane aloft to turn its guns on American pilots. Every time a Chinese soldier kills a Jap, there is one less Jap that will have to be killed by an American soldier, sailor, or marine.

Thus we lessen the number of our boys who must go to the front and increase the number who can turn out weapons and food. Thus we shorten by weeks, months—perhaps years—the duration of the war.

Hitler once exhorted his people to greater effort by giving them the choice of "Guns or butter!"

But America has a better slogan: "Butter—food, instead of guns!" It is the humane way to win victories.

That is why every American is proud of his part in our great fight. By cooperating with food rationing at home, he is helping to save American lives and to win victories. He is doing his part to make food available to our soldiers and their brothers in arms.

He is helping his country build up the world's most powerful "secret weapon"—a "secret weapon" made in U. S. A.—the weapon of American food!

□ **TIME'S ANNUAL LETTER CONTEST** was staged with flourishes this year. *This Reporter* along with Editors of all advertising papers and columns were invited to lunch with Shepard Spink, Fran Pratt and Nick Samstag in the Time dining room up in the clouds. It was jolly—and Nick made the story of the contest so dramatic. He even made all of us read the 8 test letters and fill out a ballot—with a \$25 War Bond offered to the editor who named the highest number of correct letters in correct pulling order.

We took copious notes, only to discover later that Time bought two pages of advertising to tell the whole story. Hurrah! But briefly:

(a) Slightly more than 14,000 packets containing the 8 test letters were mailed to agency men and top executives among advertising-minded concerns.

(b) 3,302 people entered the contest.

(c) There were *twenty winners*—with 4 fellows getting first prize for naming all eight letters in absolutely correct order . . . the order shown by actual returns from test mailings to large lists.

The ODDS against any one man winning among the 14,000 sent out, or the 3,302 entries were . . . a mere 40,320 to 1. Lord knows what the odds would be against 4 winning.

Fran Pratt gave us some interesting figures in Time's production of letters. They use about Thirty Million a year. They are making about 15% less mailings now than before, but returns are 60% higher.

A recent special \$2.67 offer ran well above 4%, which is better than average.

It was a fine luncheon party. All editors enjoyed it. We all respect and applaud Time's annual contest and hope it will be permanent. It's a lively stimulant and sober-upper for Direct Mail. Thanks . . . and Congratulations.

* * *

Sh-h-h-h. A newspaper columnist won the \$25 Bond for naming most letters right. Hughes of World-Telegram got three out of eight. The only Editor of a Direct Mail Magazine present named only two letters correctly . . . and was *his face red!!!* Maybe a good job digging ditches in Florida would be just the thing.

THE REPORTER



SPECIALISTS under one Great Symbol

Our Army, Navy and Marine Corps are not alone forces of fighting men—but men trained for specific duties in their own fields of modern war, and all fighting under one Great Symbol, the American Flag.

Under one paper manufacturer's symbol, the Eagle-A, you will find papers qualified for the specific needs of modern business. Whether for executive stationery or factory forms, for technical needs or industrial uses, for accounting systems or legal purposes, the symbol of the Eagle-A is your guide to uniform quality and dependable performance.

Before your next paper requirements become pressing, get the facts about the Eagle-A Papers you need in *your* business. Your Printer, Lithographer, Engraver or Paper Supplier will be glad to discuss these papers with you — they know that the Eagle-A Trade-mark has been the accepted standard of quality for nearly half a century.

BONDS
for Business

LEDGERS
for Accounting

THIN PAPERS
for Multiple Copies



MIMEOGRAPHS
for Routine

BOOK PAPERS
for Text

COVER PAPERS
for Manuals

BRISTOLS
for Indexing

TECHNICAL PAPERS
for Special Purposes

AMERICAN WRITING PAPER CORPORATION
HOLYOKE MASSACHUSETTS



□ **BEHIND THE SCENES IN WASHINGTON.** As we have said before . . . many advertising men have landed in Washington and are doing important work behind the scenes. Paul H. Bolton is one of them . . . and readers of *The Reporter* should get to know him. (If you do not already.) He is chief of the Campaigns Section, Division of Information, of the Office of Defense Transportation. Until recently and for 22 years he was president of the Bolton Advertising Agency, Youngstown and Cleveland, Ohio. He was president of the Youngstown Advertising Club and was founder of the Youngstown Better Business Bureau. He is the liaison man between the ODT and the Bureau of Campaigns of the OWI.

He works closely with advertisers and association groups such as the Graphic Arts Victory Committee. He was of great assistance to them in planning the coming "How to Conduct a Convention by Mail."

One of his projects is having national attention—and results. He organized the campaign to induce women to carry their purchases in bags. Arranged with bag producers to have "Victory" slogans printed on almost all bags used by retailers. Arranged with photographers to take hundreds of stock pictures of important women—wives of Cabinet members, club women, actresses, writers, (such as our sample of Fannie Hurst doing her own shopping.)



Those photos and editorial stories were made available to the press—AND are available to anyone who wants to use them in house magazines. Paul Bolton can show nearly every Direct Mail advertiser how, in some way, he can tie-in with the Defense Transportation program.

And every user of printing should be willing to tie-in. By promoting, in your own promotion, the Victory

Projects of the government, you are helping to bring final Victory nearer. This is an all-out war . . . and you better be all-out for it too. You can reach Paul Bolton as follows: Office of Defense Transportation, 1233 U. S. Post Office Department Building, Washington, D. C.

□ **DID YOU EVER** see a Direct Mail piece which couldn't be read when opened and held in the hand . . . but which could be read fastened on the wall and viewed from six feet away? Such a piece was produced and mailed by the Hotel Phillips, Kansas City, for a good will mailing at Christmas time. Opened up the sheet measured 7 $\frac{3}{4}$ " x 25". Printed entirely in black reverse plate. The lettering was drawn with large white dots placed far apart. (Very much like looking at a screened engraving through a magnifying glass.) It is practically impossible to read the lettering at the usual 18 to 24 inches. But six feet away the dots run together and form legible letters. Message was tied in with the "blackout" idea. Stunt should have many adaptations. You might get a copy if you write a nice letter to Bea Kennedy at the Hotel Phillips, in Kansas City, Missouri.

□ **CONGRATULATIONS** to William B. Given of the American Brake Shoe and Foundry Company, New York City for his timely and prompt promotion piece which ties in with the return of Eddie Rickenbacker. He produced a 16 page and cover booklet, measuring 3 $\frac{3}{4}$ " x 9" with Eddie's picture on the cover and titled "Captain Eddie Rickenbacker's Ordeal and Rescue as told to the Press December 19, 1942." The story Rickenbacker told to the press was retold in full and illustrated with available photographs. There was a note from the flyer himself on the inside cover.

The job was rushed through and bulk shipments were made to the 58 plants of the company. The superintendents were advised to send a copy of the booklet with a carrying letter to the homes of every employee. It was rushed through quickly so that all employees received the booklet while the news was still hot.

That's the way to put printing to work to do a real job on the home front.

□ **ADVERTISING FEDERATION OF AMERICA** is doing a good job in getting local Advertising Clubs to tie-in with war efforts—where advertising people can help. To get an idea of what is being done you should write to the Federation at 330 West 42nd Street, New York and get a copy of "War Advertising Bulletin" issued December 3rd. Shows what each Club is doing. Let's hope that the local Graphic Arts Victory Committees will cooperate with the Advertising Clubs. Together, they can be a real force for Victory.

□ **HAPPY NEWS FOR DIRECT MAIL PRODUCERS:** From the "New York Times" of November 30th:

"With gasoline rationing becoming nation-wide, some of the advertising trends which first started in the East as a result of cuts in salesmen's mileage, will spread throughout the country. Two obvious changes have been the increased use of direct mail by manufacturers to reach their accounts and a sharp reduction in display material.

Other results of gas rationing have been the dropping of inaccessible small towns, particularly in the Midwest and Mountain States from salesmen's calls, encouragement of mail orders and cutting of the number of lines offered for sale. Larger shipments at less frequent intervals have also been adopted."

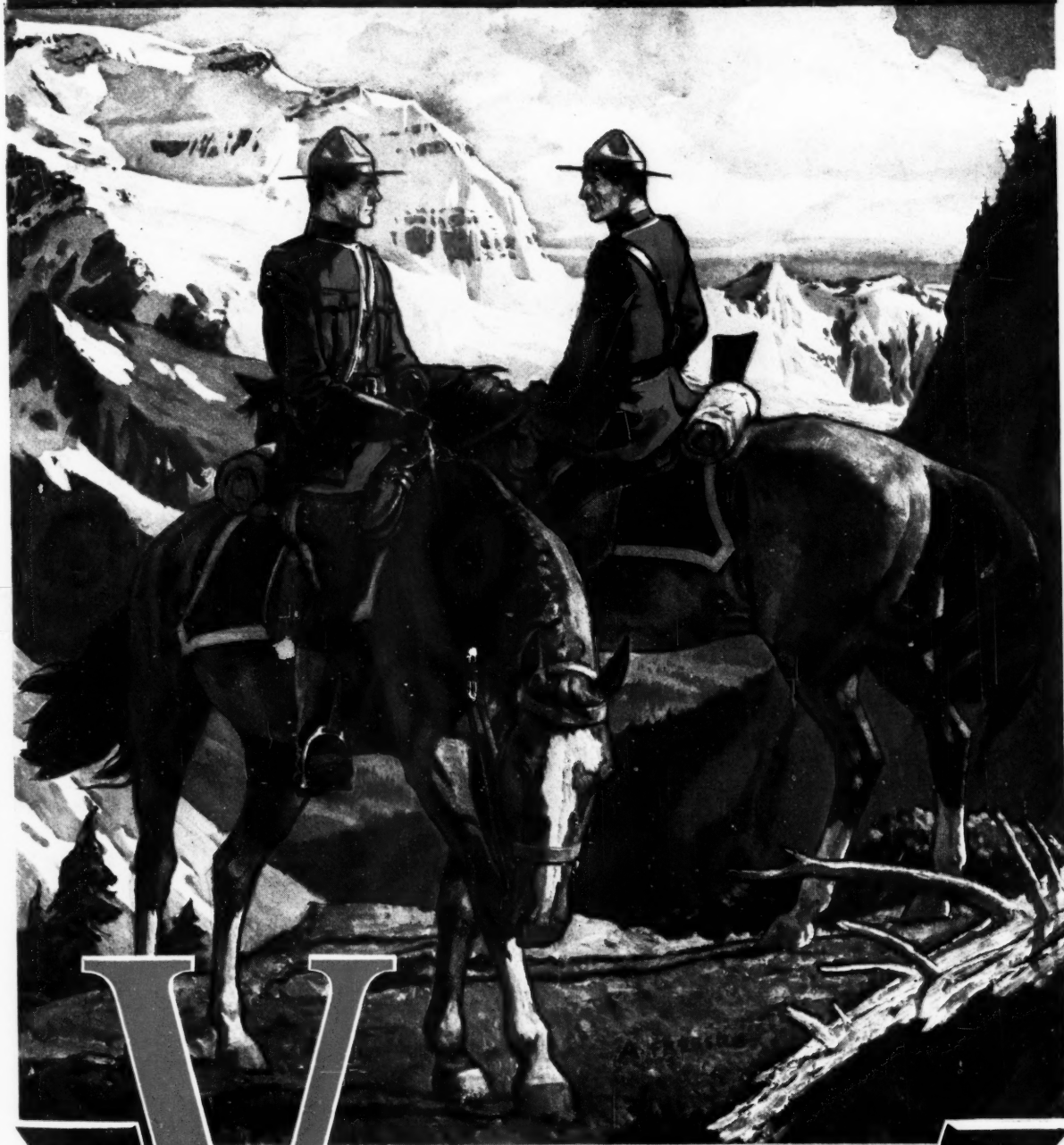
□ **THE HOME TREASURY KIT** is a new and brilliant idea being promoted by Brown & Bigelow of St. Paul, Minnesota. Our old friend, Robert B. Terhune, who moved from the War Saving Staff to Brown & Bigelow, just told us all about it and sent a copy.

Bob reminded us that he and this reporter were the first folks to talk about the use of War Bonds for post-war buying. (Remember that story in the June *Reporter* about the Allis-Chalmers Company?)

The Brown & Bigelow kit is really something to rave about. Extendable folder cover measures 4 $\frac{3}{4}$ " x 9 $\frac{1}{4}$ " and printed in red, white and blue. Inside are stitched seven manila envelopes with pockets large enough to hold a folded War Bond. Each envelope is illustrated for the particular purpose of the saving. For example, one envelope is illustrated with a new refrigerator being moved into a house, but there is a schedule which lets the housewife list the Bonds in the envelope and for what type of home equipment they are being purchased. Another envelope reads, "Buy Their Future Now" and is for Bonds for future education of the children. There is an envelope for building a new home; for taking care of future insurance; for illness and accidents; for future vacations and a miscellaneous one for personal or individual requirements.

It is one of the best things we have seen yet . . . for a very appropriate commercial tie-up with the War Bond drive. Congratulations to all concerned.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



V

ICTORY War Quality PAPERS

Advertising and Printing have a big job to do in promoting Government aims. The Nation's leaders recognize the fact and have so expressed themselves. Every business should avail itself of its patriotic duty to inform and educate. Help strengthen America with the cooperation of morale-building, business-stimulating printing.

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

Copyright, 1942, by The Northwest Paper Company

330 East 22nd Street



CHICAGO, ILLINOIS

Dear American:

Hitler has just 30 days left in which to win.

Within the next month his armies may yet knock Russia completely out of the war and then turn all their mechanized might westward against Britain. This is the crisis, but remember:

This is also Hitler's last chance for victory before America can mobilize its manpower and its airpower for an irresistible second front.

If Russia can hold in the East this autumn, Hitler knows -- and all the German people know -- that next spring clouds of

330 East 22nd Street



CHICAGO, ILLINOIS

Dear American:

This is the cataclysmic beginning of the American century. In every country on the face of the globe, men of good will are looking to America for their hope of freedom.

In the concentration camps of Germany and the bitter, silent streets of France, in Serbia's guerrilla-torn hills and in the lonely, ancient harbors of Crete, enslaved workers and hunted men secretly tune in their radios, meet in hidden places and whisper to each other -- about America.

Russian muzhiks, Philippine taos, Chinese coolies -- the grim Norwegians and the fierce, hungry listen for the rumble of American tanks, Russian planes, wait and pray for the day their roads.

TIME 9 ROCKEFELLER PLAZA • NEW YORK

Dear Reader:

TIME's editorial office in Chungking but month.

It was nothing but bamboo and mud and biggest cockroaches in town -- but it had a ter and our correspondent was sort of used

TIME's editorial office in Washington hand, is not only one of the two biggest without doubt the most comfortable. It conditioned, to help the 34 workers keep matter what the mercury reads outside.

But in TIME's office in Cairo the to 110 and nothing can be done about

There are two big reasons why TIME in the Associated Press -- has greatest independent newsgathering

1. To verify news the news
2. To catch news the news

In Rio and Chicago, in New Moscow and San Antonio -- in every TIME's men are on the job special reports ran to 135,000 every printed word in TIME. I asked the Washington staff all newspaper reports had left in

A large part of the prints is to make sure TIME complete. And that is why I'm sure you will not find any

So try TIME for you

Here are the Sweepstakes Winners!

●THESE ARE the circulation letters which pulled best this year in the test mailings on which TIME's Invitation Sweepstakes for advertising people was based.

Four contestants ranked all eight of the letters in their right order and each won the top prize of a \$1000 U. S. War Bond. Four more contestants ranked the first six letters in order and won a \$500 U. S. War Bond. Twelve won the \$100 U. S. War Bond which was offered to those who made only two mistakes.

The actual order of pulling power as determined by our mailing tests cannot yet be announced because some of the letters were included in another contest for another group--and this contest has not yet closed. But on or about January 15th, every entrant will be personally informed of the final standing of the letters, so he can compare his own ranking.

Here are the names of those who received a \$1000 War Bond each for ranking all eight of the letters in their correct pulling positions:

BUTLER DOOLITTLE, Sales Prom. Mgr.
Goodyear Tire & Rubber Co.
HENRY R. GALL, President
Brearley Service Organization, New York City
P. M. MURRAY, Chicago Manager
Hartford Steam Boiler Inspection & Ins. Co.
H. E. SMITH, Asst. Executive
Stevenson & Scott, Ltd., Montreal

Each of the following won a \$500 War Bond for putting the first six letters in their correct positions:

E. A. LARNER, Vice-President
Employers Liability Assurance Corp.
MURDOCK PEMBERTON, Advertising Dept.
American Can Co.

...burned down last
...and contained the
...it had a swell bomb shel-
...ort of used to it.
...in Washington, on the other
...two biggest in the capital, but
...table. It is completely air-
...workers keep going full speed no
...s outside.
...in Cairo the thermometer goes up
...done about it.

*
...asons why TIME -- the only maga-
...ress -- has built up one of the
...gathering staffs in all the world:
...s the newspapers rush into print;
...s the newspapers miss.

...GO, in New Delhi and Pearl Harbor, in
...io -- in every news center on five conti-
...e on the job for you. Last week their
...to 135,000 words -- three words for
...in TIME. In a single day the Editors
...on staff alone to clear up 88 points the
...had left in doubt!

*
...t of the TIME spends on every word it
...e sure TIME's news is straight and true and
...that it why you will find so little uncon-
...n TIME -- so few contradictions -- and so much
...not find anywhere else.

*
...TIME for yourself -- and see why the editors of
...ading newspapers vote TIME the magazine most use-
...ork.

TIME

The National News Magazine

CHICAGO, ILLINOIS

TO SAVE YOU TIME--TO MAKE THE NEWS MAKE SENSE

Dear American:

Your best informed friends are not the only ones who read TIME.
In Washington more key men read TIME than read any other
magazine -- two out of three in almost every important office.

Men as busy as Donald Nelson and Leon Henderson make time
to read TIME regularly. Men with the fact-finding facil-
ities of Cordell Hull and Paul McNutt and General Marshall
still turn to TIME for help in getting all the news they
need quickly, accurately, understandingly.

In London it is the same story. Winston Churchill and
Lady Astor, Lord Beaverbrook and Dr. Wellington Koo, Montague
Norman of the Bank of England and Sir Walter Citrine of the
Labor Council -- these and hundreds of other leaders pay double
to have TIME flown to them clear across the Atlantic.

"TIME is the world's best weekly," said Lord
Wedgwood, subscribing for the House of Lords.

Jawaharlal Nehru in his jail at Poona, Mme Chiang Kai-
shek in far Chungking, President Avila Camacho in Mexico, even
Nazi Hermann Goering (when he can get it) count on TIME for ac-
curate, balanced world news they can get no other way.

Here at home more than 450,000 business executives read
TIME each week. And within the last 90 days group after group
of men and women who have to be well-informed -- radio commen-
tators, doctors, school principals, the men listed in Who's Who,
the editors of America's leading newspapers -- all have voted
that TIME IS THE MOST IMPORTANT MAGAZINE IN AMERICA!

*
I am almost sure that TIME can be just as valuable to you
as it is to your well-informed friends and all these other busy
people --
- you countless hours by sifting through thousands
of news words for you each week ...

JOSEPH T. SIMPSON, Asst. Adv. Mgr.
Harrisburg Steel Co.

THOMAS CARTLEDGE, Vice-President
The Linde Air Products Co., New York City.

And here are the twelve people who won \$100 War Bonds
for putting any six of the letters in the correct positions:

GEORGE H. CHAPMAN, Business Mgr.
The Lawyers Co-operative Pub. Co.

HAROLD R. DEAL, Adv. Mgr.
Tidewater Associated Oil Co.

G. P. KURTZ, Account Executive
G. M. Basford Agency, Cleveland

S. E. LONGMAID, Vice-President
Esterbrook Steel Pen Co.

LAURENCE O. PRATT, Acct. Executive
Batten, Barton, Durstine & Osborn

GEORGE L. RUSSELL, JR., President
John B. Stetson Co.

NORMAN A. SCHUELE, Adv. Mgr.
Revere Copper & Brass, Inc.

MISS L. SHAPIRO, Asst. Adv. Mgr.
Longines-Wittnauer Co.

K. E. SABOE, Industrial Sales Mgr.
Iron Fireman Mfg. Co.

K. J. SOLON, Sales Dept.
Owens-Illinois Can Co.

CARL SOTTUNG, Acct. Executive
Albert Frank-Guenther Law Advertising Agency

W. A. STONE, Adv. Mgr.
Manger Hotels, New York City

TIME congratulates the winners--and hopes that
next fall conditions will be such that Shepard Spink
may hold a return engagement of this event.



PRINTING ORDER

5,000 letterheads, 8 1/2 x 11 inches

Two colors (blue and black)

20 lb. Rising Bond, ivory, 1000

Imprint 1,000 copies with branch office address

Shipping instructions as above

RUSH

What does it mean to you?

When that "rush" stamp goes on your printing orders, do you expect—and get—quality results? We'll bet, then, that your printer is a constant user of Rising Papers.

Here is what one printer recently wrote about Rising Bond, in reference to an outstanding letterhead he had produced. "I believe," said he, "Rising Bond is the only sheet in the 25% rag class that would achieve these results." He said further, "Rising Bond is versatile enough in its affinity for ink to take a fine light type and heavy reverse in one impression."

Take a tip from a printer, and use Rising Bond for your letterhead. Call in your Rising merchant today.



RISING PAPER COMPANY

HOUSATONIC • MASSACHUSETTS

ANOTHER ANSWER TO TRIANGLE

In the November *Reporter*, we revealed that Triangle Hosiery Company, High Point, North Carolina, mailed a form letter to people who sent them direct mail. It read:

Gentlemen:

Due to the lack of space in our Post Office box and to the ever-increasing volume of mail which we receive daily, we are going to have to ask that you discontinue sending us your circulars. There simply is not room in our box for these, and we will, therefore, appreciate it if you will drop our name from your mailing list. The mail which you send to us is addressed as follows: (fill-in.)

The Reporter offered a prize for suitable answers. We printed one in the November issue. Here is another by L. A. Grinton, Anabolic Food Products, Inc., 514 Riverdale Drive, Glendale, California. It is long—but tells a real story. We'll give it a prize too—but suggest condensing.

Mr. F. H. Gray,
The Triangle Hosiery Company,
High Point, North Carolina.

Dear Mr. Gray:

Thank you for your letter which arrived just in time for me to hold up the mailing of a copy of our new Catalog which was going forward to you.

We want your goodwill, Mr. Gray, and we will follow your instructions regarding the sending of advertising. Being a businessman, however, you will appreciate the regret that I feel in taking your name from our mailing list. This is so even though I perhaps realize the circumstances that prompted your request.

There's no use kidding ourselves, wartime conditions have created wartime problems. We here feel a growing tension every time we place an order for certain raw materials. We cannot be entirely sure that our well established source of supply can continue to meet our requirements. I have seen our production manager practically hold his breath until reassuring letters arrived in regard to orders and deliveries. I suspect that you are encountering the same thing.

Under these circumstances, when a mail arrives consisting chiefly of advertising it seems at the moment to have nothing but a nuisance value. You are waiting for mail that has a direct effect upon your business and you are in no mood for advertisements for encyclopedias or choice assortments of coconuts. I do a pretty good burn myself when such things clutter up my business mail. If I am going to be receptive at all such material had best be directed to my home address.

This is my personal reaction but I believe the other fellow is apt to feel the same way. That is the reason we have made something of a fetish of our mailing list. It could be tens the size but I would rather send out ten Catalogs to men whom I knew *couldn't* use what we have to offer, than to send out a hundred on the chance that 10% would prove of interest and worth to the recipients.

It was no accident, for instance, that your name was put on our mailing list. Yours is a business that could use our product. This is why I so sincerely regret removing your name from our list. I would like to see you have that copy of the Catalog originally directed to you.

We have never worked harder on a Catalog than this one. From cover to cover it is written and illustrated in the light of present conditions. In this book we've told our friends how we feel we can help them in these difficult times. We've made no promises we cannot keep, and we've told a straightforward story without any frills.

While you have had no occasion to call on us in the past, today an emergency may arise suddenly—an emergency we can help you meet. The information you need to decide this is in the Catalog. Won't you let us send it to you so that you may have it on hand for reference in case of need? An "OK" on the bottom of this sheet is all that is necessary—an envelope is enclosed for ease in mailing.

And just one more favor, Mr. Gray, may we keep your name on our list? I promise we will not flood you with advertising material but only send you information which we honestly believe is pertinent to your business and today's problems. I am an advertising man and I wince at the abuses that are still committed in the field. However, I also rejoice that ethical advertising, properly directed, is proving today more than ever before to be nothing short of a "helping hand." And with this thought, I extend the hand of our company to you.

Sincerely yours,
L. A. Grinton

By the way, can you tell me the name of the store in this city that handles your hosiery? Silk stockings are apparently out for the duration—and I fear my wife's good disposition is also. She has tried a number of the so-called popular brands of rayon stockings and complains that they are harsh, weak in strength, and worst of all, shrink! Maybe Triangle Hosiery will overcome these complaints. If so you will have my wife's undying thanks. I'll welcome any circulars or information you can send me.

Reporter's Note: Some day we'd like to know what happens to fellows

like Mr. Gray who get "written-up" in *The Reporter*. It would be interesting to print Mr. Gray's side of the story. (Have any of you folks written to him?)

Incidentally, that fellow George Kinter of Advertising Highlights, Pittsburgh, picked up the story (what would he do without *The Reporter*?) and made these comments after reprinting Secretary Gray's letter:

In commenting on this letter, Henry offers a year's subscription to his magazine for the best reply to it. Since we get *The Reporter* as part payment on a subscription to *Advertising Highlights*, we are not interested in the offer but we submit the following, which might, in the near future, be used by High Point's city fathers:

*The thriving business which stood here is now a dead concern
Because its owners reached the point where they had nothing more to learn.*

Wait until we get to Pittsburgh again. We don't like that "part payment."

□ **"V" MAIL LETTERS** are increasing by leaps and bounds. According to the latest figures available . . . during October more than two and a quarter million "V" mail letters were deposited in the mail, photographed on microfilm and transported to the boys overseas.

The Post Office estimates that the transportation of the letters on to microfilm during the month of October saved 98% of the cargo space which might have been used if the original letters had been shipped instead of film. That's a big saving.

□ **FROM AUSTRALIA** comes a clipping from the Hobart Mercury sent to us by our old friend George FitzPatrick.

Saving Paper

I got a surprise on opening a letter from a friend employed in an Australia-wide organization, to find the customary gossip about mutual friends recorded neatly on the backs of used envelopes. My friend explained that his firm had adopted this method of saving paper when sending routine letters to its branches, and he thought it so good as to be worth following in personal correspondence. The practice certainly has much to commend it, and general adoption would make no small contribution to the war effort.

The Envelope Manufacturers should promote this idea. Maybe that is the answer to the 10% cut in paper use?

□ **JOBS ARE AVAILABLE** in numerous Direct Mail places. *The Reporter* has been asked frequently of late to recommend available candidates for good jobs . . . but we are running out of candidates. We repeat again that this office will be glad to act as a go-between . . . but please **DO NOT** attempt any time consuming personal calls. If any of the readers of *The Reporter* or their friends are available for Direct Mail or Graphic Arts spots, send us a complete history (in the Sid Edlund Man Marketing Clinic style). When appropriate we will pass along your information and our personal recommendations to the people who have openings.

There is a good job available for a creative salesmanager in one of the very best smaller-town creative printing plants. Must, of course, be an experienced practitioner and out of the draft. Nearly all present accounts engaged in war activities. There is another excellent opening for an experienced publicity woman, who also knows Direct Mail. There have been a number of inquiries for women who know mailing list handling.

There are several jobs open in Washington for production experts. So don't be bashful about sending to *The Reporter* any news about available man or woman power in the Direct Mail field.

TRY
LAVORIS

Stop And Think
You can afford the best

Don't accept substitutes of unknown value

The above advertisement ran in an expensive national magazine. Size 4 1/4" x 2". One of our "reporters" thinks it the "all high in poor advertising." The report continues.

What possible value could they get from it when it is entirely void of such necessary information as what the product is used for and where it can be secured.

I for one did not know anything about Lavoris until I took the trouble to find out. Now I am perfectly willing to acknowledge that perhaps I should have been familiar with it, but surely there are many other potential prospects who are just as ignorant.

Reporter's Note: Markets change daily. Don't ever get to the point where you think everyone knows about you. They don't! Many Direct Mail pieces don't tell a clear and complete story. But please include a

description of your product or offer. And sorta casually mention your name and address or the place where your product can be found!

WHICH REMINDS US that another "reporter" sent us a triple fold, 2 color, 26" x 12 1/4" deluxe circular received during December, advertising a book on ART. NO NAME, NO ADDRESS on circular. NO ORDER BLANK, although there was a special offer of reduced pre-publication price. What is going on here? (Sh-h-h: We discovered the mailer after tracking down a few faint clues. Being as it's so close after Christmas, we haven't the heart to reveal the name!

□ **TEACHING THE HOUSEWIFE**... on how to watch out for small things . . . was the problem tackled by Parker H. Ericksen, Merchandising Manager, Bendix Home Appliances, Inc., 3300 West Sample Street, South Bend, Indiana. Here's part of Parker's report:

What we are doing at the moment for our owners might be of interest to your readers because it points up the worth and the value of Direct Mail in these wartimes.

You see, we have 325,000 owners and with tire and gas rationing and with servicemen being inducted into the army and leaving dealers for higher paid war plant jobs, the ability to deliver service to the owner gets tougher each day.

Our hope, therefore, was to teach the housewife how to watch out for small things and thus get better performance from her Bendix Automatic Home Laundry and, perhaps, delay the real need for servicemen.

We made an intense study of the product and checked with a group of women to see if they could understand what we would be talking about. We found fourteen points.

To get this message over to the housewife, we developed an easily understood booklet. I hope you will take the time to look it over carefully.

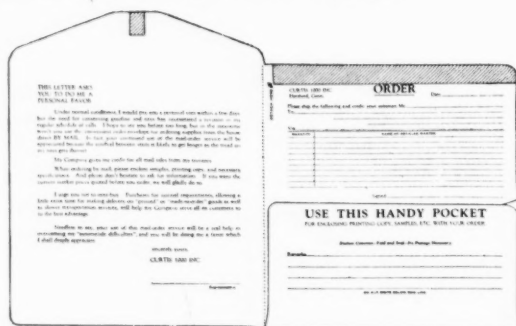
Then we asked distributors to work with dealers compiling lists of owners and that list to date approaches a quarter-million, which is quite a good job of owner list compilation.

Then the factory mailed this booklet directly to these homes.

In addition, in an effort to reach the balance we offered the booklet in our current magazine ads; proof of the latest is attached.

Another interesting point is that we took advantage of this rather large mailing to feel out the pulse of the owners by using the survey postcard. The response to these cards exceeds 5,000. I think you will agree that this will help us very much in the post-war era.

USE SELF MAILER COMBINE-VELOPES TO FILL IN BETWEEN SALESMEN'S CALLS



This single unit combines (1) a letter, telling about less frequent salesman's calls because of the tire and gasoline conservation; (2) an order form, providing a convenient means of ordering by mail; (3) a return envelope, for enclosing samples or miscellaneous instructions.

Ask For Samples

SAVE TIRES AND GASOLINE—USE THE MAILS

CURTIS 1000 INC. 342 Capitol Ave. 1000 University Ave. 2630 Payne Ave.
Hartford, Conn. St. Paul, Minn. Cleveland, Ohio

□ **AT LEAST ONE DIRECT MAIL ADVERTISER** is sticking to stunts. Ben Ludy out at Station WIBW, Topeka, Kansas is hereby awarded the Gold Palm for sticking to his guns on trick mailings. Every time a funny looking envelope or odd sized box arrives at *The Reporter*, we suspect another WIBW blast.

Latest mailing in a red box measuring 29" long x 2 3/4" wide x 1" deep. Inside paper flap reads—"How to whip the Axis—and low sales—in '43!" Inside is mounted a toy whip measuring 5 1/2 feet long. The whip is held in the box with a tipped on red slip of paper, and tipped on the slip is a 10c war stamp. The copy slant, is "To whip the Axis, buy War Bonds and Stamps . . . to whip low sales, hire WIBW.

We hope Ben Ludy will carefully save for us an extra copy of all the trick mailings he has made in the last several years. It will make an interesting post-war exhibit, at which time more people will be interested in all the ways of getting attention.

□ **HORRIBLE EXAMPLE OF THE MONTH:** A Bonding Company sends out the following form letter (*when necessary*):

Dear Sir:

This Company has been asked to become surety for the honesty of the person named on the reverse side, in a certain position of trust. Since it appears from the application for the bond that he was employed by or engaged with or under you, we beg leave to ask the favor of early replies to the questions herewith submitted.

Your replies will be regarded as given in confidence and for the sole use of the employer and the Company. They will not, of course, fasten upon you any legal or pecuniary responsibility.

If the applicant be a woman, it is understood that the feminine pronouns are substituted for the masculine.—Yours truly, (*Signed*) Vice President.

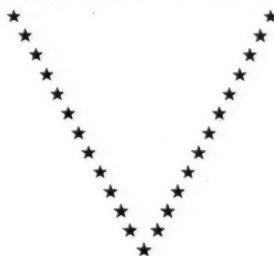
Reporter's Note: Can you imagine anyone having so little taste or good sense? Even in asking for information—a letter can *build goodwill for the writer*. This sample is downright discouraging after all our years of crusading for better letters. The Vice President in charge of these Bonding letters should be forced to read Grady and Hall's book, "How to Dictate Better Letters" (Harper's—\$1.50).

□ **A TWENTY POINT VICTORY METHOD** . . . was passed along to us by Ralph Curtis of Prentice-Hall. "Credit" goes to Mr. W. H. Laughlin, head of the college department advertising for Prentice-Hall.

Ralph says it's "probably more clever than practical . . . but amusing."

We agree. But in these serious days, we should find enough room to print a creation which entailed so great a study of the Dictionary. (Sh-h-h) . . . *this reporter* made the same search last January when we were designing the V Chart for Direct Mail. Dug out every appropriate V word in the book.

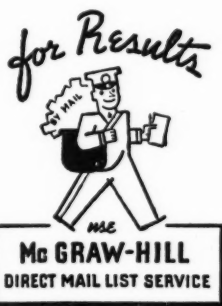
TWENTY POINT



VICTORY METHOD OF LETTER WRITING

1. **VICTIMS CAREFULLY SELECTED**—(Right List) and in starting we mentally agree we'll
2. **VENTURE TO BE DIFFERENT**—so, we get off to a
3. **VIGOROUS START**—employ
4. **VERY SHORT SENTENCES**—see that our letter is
5. **VENTILATED WITH BRIEF PARAGRAPHS**—also we will try to create
6. **VISUAL PATTERNS THAT INTRIGUE THE EYE** and at the same time make sure of
7. **VERBIAGE DELETED**—put
8. **VERVE IN THE LANGUAGE**—stick to
9. **VERACITY ALWAYS**
10. **VOUCH FOR OUR PRODUCT WITH PROOFS**—use the
11. **VERNACULAR OF THE READER**—follow a
12. **VEIN THAT IS PLEASING**—and that we offer
13. **VELVET FOR THE RECIPIENT**—create a
14. **VARIETY OF INDENTIONS**—get
15. **VERSATILITY IN TYPOGRAPHY**—try for
16. **VELOCITY ALL THE WAY THROUGH** and a
17. **VINE-LIKE SEQUENCE OF THOUGHT** with no chances for mental straying, also give
18. **VALID REASON FOR IMMEDIATE ACTION**—and at the end exert a
19. **WISE-LIKE PRESSURE TO GET CARD RETURNED**—then the
20. **VERDICT WILL BE OURS!**

This "Transfusion" Will Give Your Mailings New Life!



Mailing over up-to-the-minute McGraw-Hill Industrial or Mail Order Lists will enable you to reach thousands of important industrial and business executives and technicians whose names and influence might otherwise be unavailable to you for the duration.

Authoritative investigations have placed list turn-over at more than three times the normal rate. McGraw-Hill utilizes the full resources of its nation-wide field organization plus the services of a trained staff of direct-mail specialists in New York to keep these systematically verified names at a peak of efficiency.

You can save valuable work-hours and get superior results by planning your next mailing—large or small—over the McGraw-Hill Lists best suited to your needs. Investigate today.

DIRECT MAIL DIVISION
McGraw-Hill Publishing Co., Inc.
330 West 42nd Street New York, N. Y.

★
FOR
DURABILITY
SPECIFY
KROYDON
COVER

for
Instruction Booklets
Catalog Covers
Manuals

★
Available in a wide range
of Colors in Medium and
Heavy Weights

20 x 26 23 x 35

Sample book sent on request

•
HOLYOKE CARD
AND PAPER CO.
SPRINGFIELD, MASSACHUSETTS

If You Like This Issue . . .
and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00 Special Two Year Rate \$5.00

THE REPORTER, 17 East 42nd St., New York City

Fill out coupon. Paste on Post Card. We will bill you later.

Enter
Subscription to
THE REPORTER

NAME

ADDRESS

CITY

STATE

About Direct Mail to South America

O. E. Zimmerman, Manager of the Argentine Trade Promotion Corporation, recently made a speech about "Advertising in the Other Americas" before the Export Advertising Association. After briefly explaining the market and other media . . . he got down to the fireworks. Here's what he had to say about Direct Mail.

That very briefly does away with all of the advertising, as far as I am concerned, except for what to me is the most important—direct mail. You can hit the man right smack between the eyes with a letter from the States. He will open it the first couple of times, you may say, and then the next time he won't even open it. However, particularly today, he may open it because he might think you are going to sell him something and really make delivery on it.

Why not send down to Latin America, from the land which created the broadside and the stuffer and has done a beautiful job here in the States, a little bit more of that. You know your clients. Send them a little note once a month, once every two months. But make up a program the same as you might do here in the States.

Direct mail gets right to the man in the office whom you want to see. The radio won't; the newspaper may not. The periodical is something that he has but is too busy to read. He has a lot of them stacked up on his desk and he is going to read them. I have a lot of them on my desk, too, and I am going to read them some day. He is in the same position. But if he gets a letter he is going to open it. And most of the business men down there open their own mail, particularly when it comes to them from the States. Their secretaries don't monkey around with it very much.

He may say, "Good Lord, here's another note from that bunch of Indians up there who can't sell me anything anyhow!" But he will realize that you are still on the job, and that you remember him. Even though you are very busy you will keep a friend by just occasionally letting him know you are still thinking of him. Even though he probably does realize that it comes out of a mimeograph machine, after all you did spend two cents or three cents to send him a letter, and a nice big broadside every three months.

They don't have those down there; they don't print them. Why? They are too expensive, perhaps. High-grade paper is hard to get, particularly today. I saw in the paper the other day where we are going to cut down some of our paper 105 percent. I don't know how they are going to do that, but

that's the way it stood in the paper. I still think that we are going to have paper up here, and we are going to be able to send it.

Air Mail Advertising

Why not try an air mail program? Don't you suppose that one of your old clients down there would like to have a little air mail letter from you? It doesn't have to be an out letter. Print up a little stuffer. You have the cuts; you have the copy. Spend a few moments' time translating it. If you can't do it yourself, there are plenty of people here who would like to do it and won't charge you much. It would be a good job. Don't forget when I say "translate" I mean Portuguese as well as Spanish.

Try that direct mail approach. I have seen it work here in the States. People look forward to receiving those little monthly bulletins telling about some new development, or maybe pointing out something that was just scanned over and missed in the original preview or project report that went out.

I don't think that the advertising agency group as a whole is much interested in direct mail. Perhaps there is not the return. Perhaps you don't get a commission the way you do from magazines. I don't know for sure, but I presume that you get something out of radio stations. But I can remember when you had an all-over service charge. It didn't make much difference whether you printed calling cards, letterheads, or whatever it was. As an agency directing the work of selling for an organization you were entitled to, and your contract gave you the right to charge and collect an over-all commission. If it doesn't exist today, put it in there. They will take it. If they won't they are going to lose out. Of that I am sure.

☐ **FRANK P. SPALDING**, Director of Typographic Design of Poole Bros., Inc., in Chicago, told an illuminating story of Employee House Magazines at a recent meeting of Rockford (Illinois) Industrial Marketers. He gave an overall picture of the job, but what interested us most was the short and important summary of Don't's.

Don't write down to employees — they are intelligent adults.

Don't preach — talk to them.

Don't give them cheap shoddy magazines — they will think that is your impression of them.

Don't give them small, hard-to-read type and bad layout — remember you are competing with good magazines and daily newspapers.

And — Don't make them pay for it.

□ **SENATOR WHEELER LET THE CAT OUT OF THE BAG** during December . . . but got pretty badly scratched in the process. He revealed in an interview with the press what many of us had suspected for a long time . . . that there would be a determined effort to squelch the indictments and prosecution of the 28 people who were mixed up in the Nazi inspired misuse of the United States mail and the franking privilege.

Senator Wheeler attempted to belittle and smear the efforts of the Department of Justice. He attempted to defend the indicted persons although he admitted that he "did not know them" nor did he know the evidence behind the indictments. That's a fine thing for a United States Senator.

Wheeler attempted to justify the work of the America First Committee . . . but the Washington Post star reporter Dillard Stokes subtly injected into his report of the Wheeler interview authenticated information which showed that the America First meeting in Los Angeles, at which Wheeler appeared, was promoted and financed and publicized by convicted Nazi agents. Clare Hoffman of Michigan is chiming in with Senator Wheeler in denouncing the Department of Justice. They are particularly bitter against William Power Maloney.

Under the surface, and sometimes openly, a small clique of congressmen who were mixed up in the misuse of the franking privilege are trying to undermine the Department of Justice prosecution of the mailing fraud. Right now, Wheeler, Hoffman and others are demanding a Congressional investigation of that organization and of the people who participated in the exposure of the Nazi campaign, and particularly the exposure of the franking racket, which had its central headquarters in the office of Ham Fish. To all who are alarmed or worried about a possible Congressional investigation, I say let them investigate and — (you know the rest of the sentence).

Of course, we can well appreciate after nearly three years of work combating foreign propaganda that cer-

tain senators and congressmen are not anxious to have those stooges go to trial in public court. 28 people were originally indicted for participation in the campaign to undermine the morale of the armed forces. Instead of squelching the indictments and buckling under from the high pressure "influence" the Department of Justice through the Federal Grand Jury and William Power Maloney have re-indicted the original 28 and have added five more names. Included in the 5 new names is the Nazi agent who staged the America First meeting in Los Angeles for Senator Wheeler.

It is predicted that the trial will start late in January or early in February. It will be one of the most complicated and difficult trials in history. Naturally, during the progress of the trial the evidence presented will show that all of the people involved were in some way connected with the tons of propaganda mailing under the free Congressional frank. So keep your eyes open for newspaper reports of the trial. There will be plenty of fireworks. You may even read some morning that the investigators are being investigated. But that will just add to the flames . . . flames which have burned up the Nazi campaign to disrupt America.

□ **MORE ABOUT WHICH PULLS BEST.** Here's part of an interesting letter from Dick Thompson, advertising manager of McClanahan's (smart clothes), Salt Lake City, Utah. Mr. Thompson considers himself a "bush-leaguer" in the Direct Mail picture . . . but we do not think so.

I was interested in your discussion "Which Pulls Best" (June 1942). We use here for much of our direct mail two half-cent precancelled orange-color stamps on 6 1/4 size postage saver envelopes. You know after all the old familiar green one-cent stamps have been used for so many generations that their use instantly stamps any mailing piece as what the average person con-

siders "circular" with all the "unimportance" that the word "circular" implies. Yet I have received at home mailing pieces from the highest class stores in the city featuring their luxury items, sent out with the same old green one-cent stamp and not even a good postage saver envelope.

Our results have been just as good as if we used first-class postage. We have made experiments on portions of our list. One of our own sales women was sent one of our mailing pieces and her mother carefully kept it aside, telling her a "letter" arrived for her. On the other hand, a party from whom we rent sign space sent her son in to say she had not received a check for rental that I had mailed myself in sealed envelope, first class postage. After checking we found she had received the first class mail but "thought it was a circular." The postage question, like religion and politics will always be argued on opinions rather than facts. A few years ago some of the boys and girls in the direct mail field wasted a lot of time and space in a direct-mail magazine arguing about a statement that "anything that could be sold, could be sold by mail." It was either an elephant or a locomotive they brought in as "proof?" that "tain't so."

□ **TURKEYS BY MAIL** is the theme of a fine Direct Mail "Case History" story which appeared in November 28th issue of "The Rural New Yorker." Write to 333 West 30th Street, New York and try to get a copy. (Special offer 8 months for 25c.) . . . so ten cents should cover cost of 11/28/42 issue. The story is good. Tells how Tyler Sprague of Bartonville, Illinois started raising and selling Turkeys in 1939. How he built a list of prospects; designed a crate-looking package; and sold, shipped and collected for turkeys *entirely by mail*. Too long a story to print here . . . but it should go down in the records of unusual mail order starts . . . along with the black raincoats of John Blair of New Process . . . and the "delicious filets" of Frank E. Davis.

DELIVERED TOGETHER CATALOG SALES LETTER
when you use DUO-POST

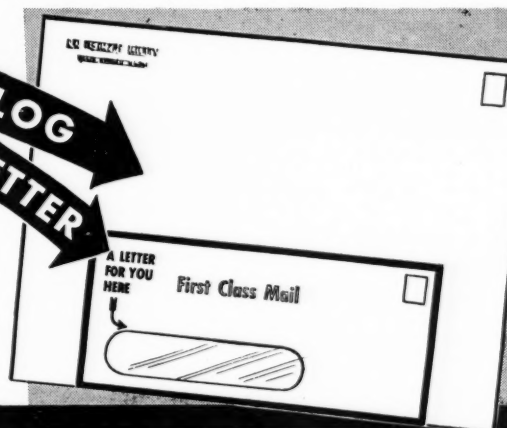
Both reach your prospect at the same instant—best time for your sales letter to get across its selling punch. Ask for samples and prices.

TENSION ENVELOPE CORPORATION

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

CATALOG ENVELOPES FOR EVERY PURPOSE





"... when ordering shoes,
be sure to state size. . . ."

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street

Boston, Mass.



Complete TYPESETTING SERVICE

... for Advertisers' and Publishers' most exacting demands—Hand-type, Monotype, Linotype. . . . Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

KING TYPESETTING SERVICE

In the McGraw-Hill Building

330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

□ **"A THREE MINUTE QUIZ THAT SHOWS WHERE YOU ARE HEAD-ING!"** is the title of a double-page spread which dominates one of the best pieces of paper advertising we have seen in a long, long time.

It was produced and is copyrighted by the E. B. Eddy Company, Limited, Hull, Canada. Wish there was some way that all readers of *The Reporter* could obtain a sample copy, but that's hardly possible. The brochure measures 10¼" x 13¾". Twenty pages

and real thick cover. Titled "Bixby's Dilemma." A fictional humorous story of a business man's growth and decline through his advertising manipulations. Expertly illustrated with Gluyas Williams cartoons. Following the humorous section, there is a serious section of case histories of what happened to companies who stopped advertising during the last war. We think it is important to give the readers of *The Reporter* the two checking charts, but please—don't use without getting permission from E. B. Eddy Co.

If your products are no longer available to civilian buyers:

Answer
Yes No

Are you keeping present and prospective customers informed as to why your products are no longer obtainable?

Are you telling the public—and the trade—about your part in the war effort, as consistently as you told them what you had to sell in other years?

Are you insuring your business against consumer and dealer forgetfulness with advertising that will keep your brand name and trade mark fresh in the public mind for the duration?

If your advertising helping the government with its job of sustaining morale and selling public cooperation in all phases of Canada's war program?

Are you making definite plans for post-war models and new improvements—and telling future customers about the better things to come after the war?

Are you giving dealers—who may be suffering more than your company is—any real help in keeping their names (along with your brand names) before their prospects?

Are you telling present owners how to use and care for products which cannot be replaced until after the war?

Are you doing anything specific in the way of advertising or printed sales promotion to offset competition from new companies and new industries that spring up in wartime?

Are you carrying on any definite program for betterment of employee relations, keener teamwork in plant and office, accident prevention, etc?

If you still have products (or services) to sell the public:

Answer
Yes No

Are you exploring and exploiting every possible new use or application of your products, to help your customers solve new wartime problems?

Are you telling customers how to use and how to conserve rationed or scarce commodities?

Are you maintaining an adequate program of "calls by mail" to replace personal calls by salesmen no longer able to cover their territories as thoroughly or as frequently as usual?

Are you keeping dealers informed of every new sales possibility for your products—and helping them to take full advantage of these possibilities?

Are you contributing part of your advertising and promotion efforts to direct support of the country's war effort?

Are you building better relations with employees, keeping them posted on company policies, methods of accident prevention and other conditions affecting their welfare?

Are you keeping distributors, dealers and consumers supplied with up-to-date information about your products or services?

Are you using printed messages to help prevent or eliminate bottlenecks in your material supply lines—and to thank your suppliers for their cooperation?

Are you telling distributors, dealers and consumers what they should know about your company's part in Canada's war program?

PHYSICIANS IN THE ARMY

We can furnish the names and correct addresses of 7,500 Physicians who have entered the Army since preparations for war were started. These names are revised at least once a month from Postmasters' reports and direct correspondence. If interested, write for price and details. The names of Physicians entering the Service are removed from our regular mailing list daily as new information is received. The present count of all Physicians under 69 years of age in active private practice is 99,000.

Fisher-Stevens Service, Inc.
183 Varick Street New York, N. Y.

☐ **ENTHUSIASTIC REPORT FROM CANADA.** E. M. Pritchard of The Kitchen Overall & Shirt Company, Limited, Brantford, Canada, sent us during December the following account of his Direct Mail thinking—and action. It's worth reading.

In these days of shortages of goods, many manufacturers are looking for excuses not to advertise, and from what I can gather from my friends in the advertising profession and particularly in Direct Mail, business is 'spotty,' even tough.

However, I think this is a time when Direct Mail especially has an ideal opportunity to prove itself as the medium best suited for liquidating a specific sales problem. This is what I mean.

Like most other manufacturers, we can sell more goods than we can make, but occasionally in the scramble to maintain inventories, we pull a boner in the purchase of substitutes for regular lines of cloth and find ourselves with a white elephant on our hands. Surprisingly though, we have made this mistake twice recently and in acquiring substantial yardages of cloths which although they had sales features, we found that when made up into garments they simply did not sell.

We have a sneaking suspicion that the main reason for this was that our travellers did not present the substitutes in any planned or enthusiastic manner. This is where direct mail came in.

We are sending you samples of two one-letter campaigns; the first, announcing a quantity of 9 oz. Denim, sold over \$15,000.00 worth of garments at a cost of slightly over one per cent. It created such a demand for this line that we found it necessary to continue it and have since purchased additional quantities of this cloth.

The other, describing a quantity of White Duck sold just under \$7,000.00 in five days at a cost of less than two per cent. As in the case of the Denim

we received more orders than we had cloth for and it looks as if we will have to continue this line also.

The 9 oz. Denim letter went to 1,700 average accounts throughout the Dominion of Canada and pulled just over ten per cent replies. The White Duck letter went to 685 Butcher's Supply Houses, Abattoirs, and Fish Wholesalers and although it pulled a small number of replies, the dollar volume per order was several times higher than the Blue Denim letter.

Obviously these are not either expensive or elaborate campaigns but the gratifying results achieved made us so enthusiastic I thought I should pass them along as a further illustration (if one is needed) of the power of Direct Mail when intelligently applied to a sales problem.

What's more, in peace-time one could not get away with butchering up the return order form like we did in the 9 oz. Denim letter. The reason for this was that we found ourselves with an over supply of Vancouver enclosures which go out regularly in our house publication and a shortage of Brantford office envelopes so we borrowed enough from the Vancouver mailing list and had the printer change the address and at the same time insert the lines we were offering on the inside of the order blank.

Reporter's Note: Who says Direct Mail isn't still working . . . in wartime?

☐ **THAT WHITE PAINT ITEM** a few months ago stirred up considerable discussion. We were talking about color in wartime and one sentence told about white being used inside tanks to create greater visibility. Our friend, Ed Husen out in Detroit, did not agree. So, we submitted his kick to Herb Kaufman of General Printing Ink, who was responsible for our first report. Here's the comeback from Herb:

News about the use of white on the inside of tanks came to us through a government release. Perhaps our comments were not clearly stated. Increased visibility would, of course, refer to the interior of the tank, not to the outside world. Very little light would naturally penetrate from the outside, and in normal desert conditions the driver would need some illumination on his controls and dials.

I believe we are also right in assuming that heat reflection would have something further to do with the use of white. Black forms a natural radiator and would surely make the inside of the tank close to insufferable. By applying white this heat could be measurably reduced. From data on file regarding ships, we know that white is standard in the tropics, the hold of a white ship being some 10 degrees cooler than the hold of a black ship under the same outside temperatures.

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

Sell your product nationally through mail order advertising. We show you how. Martin Advertising Agency, 171P Madison Avenue, New York.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments—Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

"EXCELLENT" says Printers Ink about "Letterhead Design and Manufacture." Mail \$5.00 to Fredericks Co., 68 Nassau St., N.Y.C. Money refund guarantee.

MAILING LISTS

KEY PROSPECTS of the 1943 Market! Also exclusive releases of Business, Photo Service, Farm, and Birth lists. Associated Services, 741 Gott St., Ann Arbor, Mich.

MAILING LIST RENTALS

1,000,000 NAMES FOR RENT
Our advertising brings nearly 1,000,000 new mail-order novelty buyers each year. Complete information sent upon request. Johnson Smith & Co., Detroit, Mich.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

POSITION WANTED

DIRECT MAIL copy and layout man. Tops in publishing, retail, service fields. Twenty years' experience in pushing door bells, and pushing a pen. New Yorker, college graduate, 43, married, children. Part, full time. Box 102, Reporter, 17 E. 42nd St., N. Y. C.

SALES LETTERS

SALES letters by former Assistant Director of Correspondence at Sears, Roebuck & Co. Write fully. M. R. Rand, 1832 Stanwood Street, Philadelphia, Pa.

□ **BABY CHICKS** are still being sold by mail . . . we see by a recent report from Elmer J. Graf, President of E. J. Graf Hatcheries, Evansville, Indiana, who has profited (we hope) by the Direct Mail Clinics at the Baby Chick Conventions. We missed meeting the fine people this year when the convention at New Orleans was cancelled. We'd like to see how a "Baby Chick Convention-by-mail" can be handled. We'd be willing to help. Our pleasure about reading and talking about baby chicks is saddened by the news that Reese Hicks, International Baby Chick Association's Secretary, and author of the Parcel Post laws, rules and regulations is seriously ill. Most DMAA members know Reese — so we suggest messages of good wishes to Reese V. Hicks, International Baby Chick Association, 3718 Broadway, Kansas City, Missouri. (Mark envelope — *please forward to hospital.*)

□ **NEW HOUSE MAGAZINES** are appearing on the scene regularly. Latest good Vol. 1, No. 1 is "The Spice Caravan" issued by D. & L. Slade Company (Foods) Boston, Massachusetts. 8 pages, and measures 5¼" x 7¼". The editor is that fellow Tom Dreier who makes us mad by writing little notes from St. Petersburg, Florida like — "we are burning NO oil so far. Summer weather prevails — with a little autumn mixed in. Then the fireplace serves. Better come back south."

Another Vo. 1, No. 1 is the new "Pitney-Bowes Bulletin" to employees. 4 pages, 8½" x 11". Well edited by King Whitney.

Still another Vo. 1, No. 1, dated December 1, is "B/G Stories" issued by the B/G restaurant chain to their employees. Unusual format. Measures 6" x 9", 4 pages on ripple finish cover paper. Its purpose is to dissolve the phantom barrier between company and new employee; to sell them on the dignity of their jobs; to make them interested in their tasks and in the all-important customer who sits in the pay-master's chairs; to emphasize the thrills and fun and importance of kindly smiles. Well edited by Oren Arbogust.

We are trying to cooperate with the Treasury Department by reporting to them all new house magazines. We repeat again that *every house magazine editor* should be sure to get his name registered on the Treasury Department's house magazine service list. If you are not already on, write today to Ross Barrett, Treasury Department, Washington, D. C. You will receive monthly service bulletins giving you cartoons, drawings, photographs, human interest stories and other material for tying in with the War Bond drive. As the war progresses, it will be important for house magazine editors to be in contact with many other departments of the government, such as OPA, Manpower and Production.

□ **LETTERS MUST DO MORE OF THE SELLING:** So says the caption on an interesting folder issued by Crocker-McElwain Company, Holyoke, Massachusetts. It's so well-worth repeating that . . . we'll leave the advertising plug stand as is.

Transportation is one of the big worries in Washington and with individual business men. Cars are going to be taken off the road because of tire and gasoline restrictions. Salesmen are not going to be able to get to their customers as easily as before. The railroads are already jammed with civilian passengers, troops, and freight. In spite of all this trouble, your letters and direct advertising in the mail will still go through.

Letters will have to substitute in many cases for personal calls by salesmen. Conferences and conventions are being conducted through the use of letters and printed reports and speeches sent direct by mail. More letters will be written on letterheads printed, lithographed and engraved on Certificate Bond than ever before. And remember that Henry Morgenthau and the Bureau of Internal Revenue have already stated that they will allow for the use of more letters and direct by mail advertising this year, as a just and deductible expense.

□ **BIGGEST PRINTING JOB IN THE HISTORY** of the country is what OPA calls the printing of 150 million copies of War Ration Book No. 2 (for point rationing) which took 96 carloads of special safety paper, especially manufactured. There are 192 ration stamps in each book. Multiply that by 150 million books and you get almost 30 billion stamps — a figure which happens to exceed twelve years continuous production of all the postage stamps used in the United States.

As fast as completed, the books are bundled and started on their trip to the 5500 War Price and Rationing Boards throughout the country. The total shipment will take up to the equivalent of four freight trains of 30 cars each. Distribution must be completed during January, since point rationing will start some time in February.

But what's more, in addition to the rationing books, the OPA must print and distribute an equivalent number of instruction sheets, showing the housewife how to use the coupons. There must also be instruction sheets for the vendors. *This reporter* is happy to state that even though it is the biggest printing job in history, it has been expertly handled all the way through.

□ **SPEAKING OF HOUSE MAGAZINES** . . . we are always glad to see somebody use something out of *The Reporter*. In December we caught a page which Richard H. Brady used in "Permanized Paper" the quarterly

of the Whiting-Plover Paper Company, Stevens Point, Wisconsin. He revived (with credit) the Picture-Promise-Prove-Push formula for writing letters.

□ **CASE HISTORY OF REGAINED GOOD WILL.** Here's an interesting story of an actual situation . . . even though we are not free to reveal the names.

Several years ago a certain housewife ordered an expensive combination kitchen sink and counter from the local representative of the national supplier of such material. The installation was "verbally guaranteed."

Later on a bad break and warp developed in the top covering. The local company refused to make repairs, and by the time correspondence had been carried on with the manufacturer, his plant had been converted to war work.

Finally, the local concern offered to pay half the cost of the job if the housewife could find a repair man to do the work. She finally found a worker who agreed to tackle it if he could get some additional work at the same time. On completion, the original local installer was given the exact cost of part of the job and asked for half payment. A check came through within a few days for the full amount of the repairs, plus the additional job, with a very nice letter apologizing for all of the delays. We are giving you the letter sent by the housewife, and we hope the recipient knows how to make good use of it. His check was a small payment for a letter like that.

Thank you, Mr. Blank, for your generous check. You have restored my confidence and my convictions that it is right to deal with local concerns. If you have a "good will" account, charge your check to that. So many firms spend eagerly to build new business—so few have the vision to retain old accounts. Wishing you a good new year.—Sincerely, (signed) *Mrs. Housewife.*

□ **CHEERS FROM OKLAHOMA.** This is just a word to tell you that *The Reporter* will hereafter be one of the few magazines to which the Business Communication Department subscribes each year. You are doing a great deal to improve direct mail standards, and at the same time you are publishing a thoroughly interesting magazine.

Since I last wrote to you, two more footnote credit references to *The Reporter* have been added to the little book I am now writing on "Twelve Ways to Write Better Letters."

As an instructor of college classes in letter writing, I can tell you with genuine enthusiasm that your fine magazine is just as useful to students as it is to practitioners of mail advertising.—William H. Butterfield, Associate Professor of Business Communication, The University of Oklahoma, Norman, Oklahoma.

